

## Aloha Project

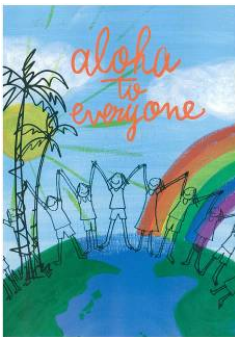
HTJ undertook the Aloha Project, various collaborations with PIKO (casual Hawaiian clothing brand), Japan Airlines, Fujifilm and a magazine called Relax published by Magazine House, in an effort to make the attractions of Hawaii and the Aloha Spirit of the people of Hawaii known to the Japanese public.

The Aloha Project includes the following:

- 1) Short Movies "Memories of Aloha!": Feature four young female photographers, with each one visiting Kauai, Oahu, Maui and the Big Island. Each of them speaks about the island and about the people on the islands from their perspective. There are four versions, each dedicated to each one of the four islands, with different themes, i.e., "The Journey to See the Real Hawaii" for Kauai, "The Journey of 100 Smiling Faces" for Oahu, "The Journey of Healing and Comfort" for Maui and "The Spiritual Journey of Natural Heritage" for the Big Island. These short movies can be viewed on the HTJ web site starting July 6 until the end of September as well as on the CS Super Channel and at Islands Gallery in Shiodome, Tokyo.

- 2) Aloha T-Shirt: PIKO, the Hawaiian casual clothing brand, Japan Airlines and Relax collaborated to make available "Aloha T-shirt" which will be sold only on JAL international flights (except for short haul flights) in August and September

- 3) Picture book "Aloha to Everyone": PIKO played a major role in putting together this book of illustrations to communicate the Aloha Spirit found on the islands of Hawaii and of the people of Hawaii. This book is available free of charge at all PIKO shops, JAL Lounge at the Honolulu Airport, Islands Gallery and at various events from the end of July through the beginning of August. The contents of this book are also featured in the special issue of the Relax Hawaii supplement (on-sale July 6).



- 4) Relax Hawaii Supplement: Together with HTJ, PIKO and JAL, the Relax magazine published a special Hawaii supplement. Using the Aloha Spirit as its theme, the magazine features interviews with various people on the islands. In this supplement, the Aloha T-shirt is also introduced.

## Hawaii Seminar 2004

Followed by a series of Hawaii seminars in May, HTJ conducted the Hawaii Seminar 2004 in Osaka on June 22 and in Nagoya on June 23, with an attendance of 136 in Osaka and 78 in Nagoya. Workshops were held concurrently with the seminars and there were 24 participants in Osaka and 23 in Nagoya from hotels, car rental companies, airlines and tour operators. On June 22, HTJ also



conducted a Marketing Forum with 56 travel trade related management personnel attending. At the Forum, HTJ updated the JATA Kansai Chapter on the HTJ marketing plan, activities and upcoming events. At the reception, the attendants had a chance to sample Poke, Lau Lau and other Hawaiian dishes.

## Hawaiian Music CD Releases

On June 23, there was a rush of Hawaii-related CD releases in Japan, Jake's third album "Rainbow," KONISHIKI's second album "Paina" and "Aloha Heaven" which is a compilation of popular Hawaiian musicians, which came out from Victor. Later this month, a host of hot Hawaiian musicians, such as Makana, the No. 1 slack guitar player, and the female trio, Na Leo will be visiting Japan to perform at various events introduced below.



## HTJ Summer Promotional Events

From July 31 through August, HTJ will be supporting a series of exciting summer promotional events in Japan. For these events, HTJ will be bringing popular Hawaiian performers such as Jake Shimabukuro, our "image character," Na Leo, the No. 1 female Hawaiian trio, Makana, the popular slack key guitarist and Hoapili & Meilani with Kamalani, some of the finest hula dancers and musicians in Hawaii. At some of these events HTJ will introduce not only Hawaiian music and hula but also various attractive aspects of Hawaii, distributing brochures, stickers, ad cards, etc. by setting up a booth. The schedule of the HTJ Summer Promotional Events is as follows:

- July 31 (Sat) – Aug. 1 (Sun)
  - "Hawaiian Festival 2004 in Tokyo," Yoyogi Park
- Aug. 1 (Sun)
  - "Shonan Summer Breath 04," Enoshima (to be broadcast on FM Yokohama)
- Aug. 3 (Tues) – 4 (Wed)
  - "Hawaiian Adventure," Odaiba

Aug. 5 (Thurs)      Yokohama Hawaii Festival Pre-Event,  
Yokohama Landmark Plaza, Queen's  
Square (to be broadcast on FM Yokohama)  
Aug. 6 (Fri) – 8 (Sun)      "Mahalo! Yokohama Hawaii Festival",  
Yokohama Osanbashi  
Aug. 8 (Sun):      "Kansai International Airport Tenth  
Anniversary Event: Dances and Music of  
the World" at Kansai International Airport

## HTJ Media Support: Vacation & Seven Seas

Whenever approached by media HTJ provides support in whatever way possible. The most recent cases have been Vacation (Sept. 25 issue date) and Seven Seas (on-sale date, Jan. 20, 05). When these quality lifestyle magazines plan a special feature on Hawaii, HTJ provides information or coordinates to make it more conducive for the media to do the article. This is one good opportunity HTJ can offer our local marketing partners for their exposure in Japanese publications.

## HTJ Tokyo Newsletters Vol. 15 & Vol. 16

Vol. 15: HTJ initiated the "Aloha Project" to collaborate with PIKO, JAL, Relax and Fujifilm (ref. Aloha Project in this Newsletter). On June 23, a compilation album titled "Aloha Heaven" was released from Victor. For this CD release, HTJ provided the photograph for the album cover and the HTJ logo sticker in addition to the information on Kauai, which was used in a leaflet called Secret Spot in Hawaii as an insert in the CD album. For the rest of the album releases, please refer to "Hawaiian Music CD Releases" in this issue.

Vol. 16: Please refer to the HTJ Summer Promotion Event Schedule in this newsletter.

We welcome any comments or suggestions. Please feel free to contact Kiyoko Tanji at [k.tanji@htjapan.jp](mailto:k.tanji@htjapan.jp).

Mahalo!